

# **WOMAN Challenge 2006**

## **(Women and girls On the Move Across the Nation)**

### **WHAT is the WOMAN Challenge?**

For National Women's Health Week 2006, the Office on Women's Health (Regions 1 – X) will sponsor an 8-week national event called the **WOMAN (Woman and girls On the Move Across the Nation) Challenge**. The Challenge is based on the 2004/2005 successes of a program called the W.O.W. (Women and girls Out Walking) Challenge, in which several thousand women participated. For 2006, the Challenge will be nationwide and efforts are being made to ensure the Challenge is also inclusive to women and girls with disabilities.

Women and girls have two options for participating: either as an individual or as a team consisting of two to ten (2-10) participants. Each participant will receive a pedometer and tracking log to record her daily steps/activity. Participants are prompted each week to enter their daily step totals on their personal WOMAN Challenge online account to move them along their chosen virtual course. Steps are self-reported on the website which calculates weekly step totals, average daily steps, percentage of weekly increase/decrease in physical activity, and distance traveled on the virtual course. Automatic progress reports, motivational emails and health education messages are sent weekly to encourage and engage participants.

### **WHAT are the objectives of the WOMAN Challenge?**

- Provide an opportunity for physical activity
- Raise participants' awareness of their daily physical activity
- Work to improve women's health one step at a time
- Implement a program that has a lasting impact on the participants' health decisions and behaviors
- Raise awareness about women's health issues (obesity, cardiovascular disease, hypertension, etc.) and how the risks of developing these diseases can be reduced by daily physical activity
- Encourage intergenerational discussion about and awareness of women's health

### **WHO are we targeting to participate in the challenge?**

All women and girls (ages 9 and up), from across the 50 states and many territories

### **WHERE will this challenge take place?**

The challenge is web-based. Participants choose one of six routes to "move along" throughout the Challenge. (Participants don't walk the actual route; but rather their daily steps/activities advance them along their course.)

### **WHEN will the WOMAN Challenge take place?**

- Registration begins on March 24, 2006 (or soon thereafter)
- To allow sufficient time for shipping participant start-up packs, (pedometers, tracking logs) participants should register by April 30, 2006. However, pedometers will be provided on a first-come, first-serve basis.
- Registration will be open throughout the Challenge, so that participants can join at any time.
- **The WOMAN Challenge will kick-off National Women's Health Week on May 14, 2006 and continue for eight weeks until July 8, 2006.**

### **WHY are we doing the WOMAN Challenge?**

Overweight, obesity, and lack of physical activity are huge threats to public health in the U.S. Almost 130 million people in the U.S. are overweight or obese (approx. 64%), and a huge part of the population is sedentary.

### **HOW can you help with the WOMAN Challenge?**

- Promote participation by sending WOMAN Challenge information via your email distribution lists. We will send out an email when the website and registration are operational. Please forward this information to your network of women contacts.
- Join the WOMAN Challenge and participate yourself!

For more information please contact Michelle Hoersch, 312-353-8122, [mhoersch@osophs.dhhs.gov](mailto:mhoersch@osophs.dhhs.gov)